

BUSINESS NEWS & TRENDS

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LOOSE TEAS IS "PIPING HOT"

Master tea brewers Kim Nguyen and Cindy Thai have found their niche in America's \$27 billion dollar tea industry. It takes only one visit to Loose Teas, their gourmet and specialty tea café in Monrovia, California, to understand why they have so many repeat customers. Each cup at Loose Teas is brewed to perfection, sweetened to the individual customer's palate and served hot or iced - minus the dangling tag from a tea bag. They can create hundreds of custom blends from the nine main varieties of premium teas they carry.



Their quality teas include traditional favorites, as well as exotic flavors. Some of their most popular brews are Coconut Oolong, as well as Almond Biscotti, a black tea made with roasted almonds and milk. Loose Teas has created some unique selections to take you through the holiday season, including a Pumpkin Spice Rooibos Tea Latte, their signature "Trick or Treat" brew that derives its orange color from carrots and tastes like candy, and a "Christmas Spice" black tea flavored with cinnamon, cloves, apples and other holiday spices - customers refer to this one as "Christmas in a cup."



Their expert treatment of teas makes it easy to overlook their other menu items, but this oversight would be a mistake. You don't want to miss the opportunity to enjoy one of their coffee drinks or freshly-made salads, hearty sandwiches or panini's. Loose Teas is a great place for lunch. This cozy cafe has an impressive inventory of gift items ideal for tea lovers, including books, tea infusers and tea pots. They carry a variety of beautiful cast iron tea pots that look right at home in an art exhibit or displayed in a museum. Of course, you can pick up a pre-packed gift set of teas or have them prepare a set tailored to your liking, complete with brewing instructions.

In addition to the pure enjoyment that people get from drinking tea, it has medicinal benefits as well. Nguyen's expressed, "There are specific teas for energy, headaches and insomnia." A wide body of research on teas indicates other health benefits including antioxidants (cancer-fighting), anti-aging, detox and digestion.

Nguyen and Thai are students of their industry, attending the country's largest annual tea convention each year to stay abreast of trends. Usually held in Las Vegas, the event is a resource and network hub for tea wholesalers and more than 4,000 specialty tea rooms and retail shops across American. Loose Teas is in an elite class, with creative blends, personalized brewing and great customer service. When you visit, try one of their other popular blends, the London Fog - whether you get it hot or cold, you'll understand why this business is "piping hot."

Visit www.thelooseteas.com to browse their menu or gift shop. Loose Teas is located at 666 W. Huntington Drive (next to Toys R Us), Monrovia, CA 91016 - (626) 303-2283.